Ideation Phase
Empathize & Discover

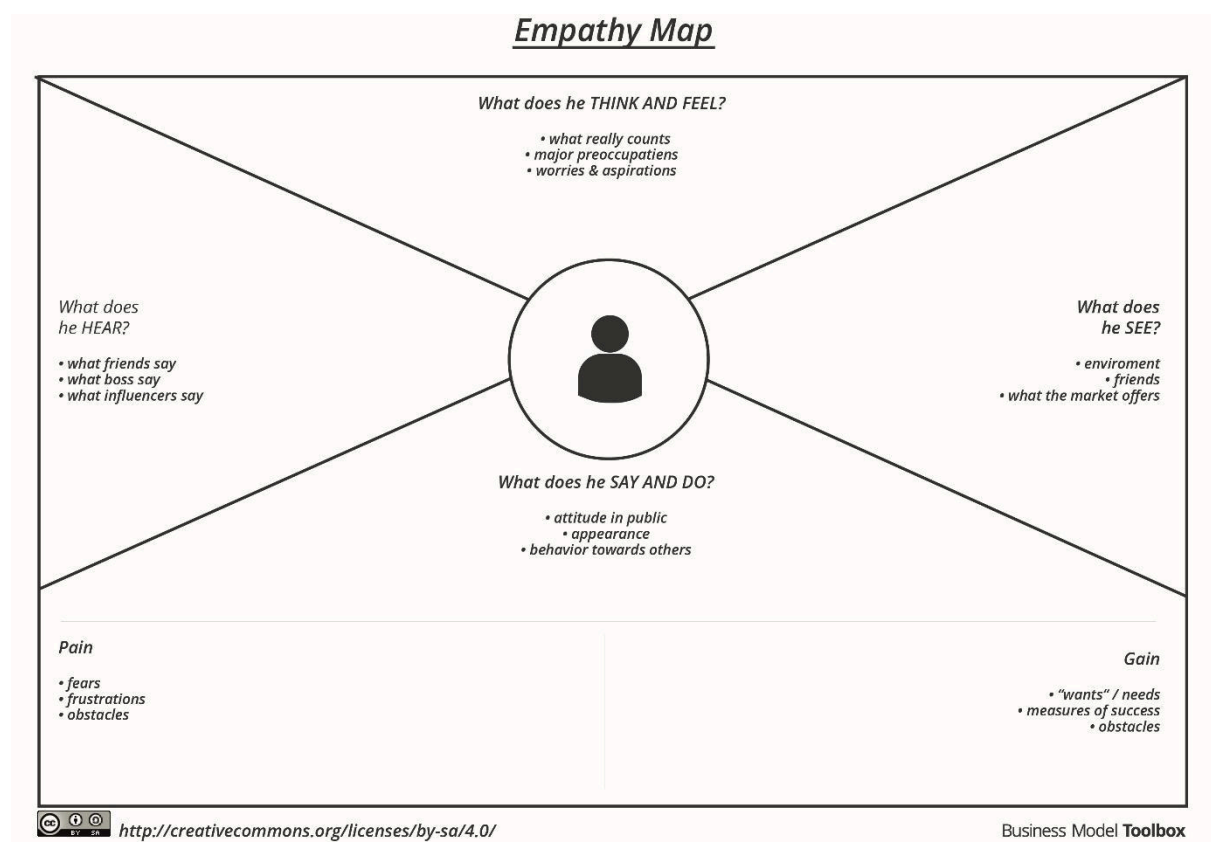|	
Date	31 January 2025
Team ID	LTVIP2025TMID33633
Project Name	Grain palette-a deep learning odyessey in rice type classification
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

Empathy Map

What does he THINK AND FEEL?
- what really counts
- major preoccupations
- worries & aspirations

What does he HEAR?
- what friends say
- what boss say
- what influencers say

What does he SEE?
- enviroment
- friends
- what the market offers

What does he SAY AND DO?
- attitude in public
- appearance
- behavior towards others

Pain
- fears
- frustrations
- obstacles

Gain
- "wants" / needs
- measures of success
- obstacles

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Business Model **Toolbox**

Reference: https://www.mural.co/templates/empathy-map-canvas

RICE TRADER

SAYS

"It's difficult to identify rice types quickly"

I need a more reliable way to classify grains

THINKS

Is this rice Basmati, or a different variety?

Manual sorting is just too slow and inconsistent

DOES

Compares grains side-by-side

Separates rice manually

FEELS

Frustrated by all the sorting errors

Interested in a modern tech solution